DAVIES



Alexander Max Jarvie

Partner

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Expertise

Technology
Cybersecurity and Data Privacy
Life Sciences
Artificial Intelligence

Bar Admissions

Québec, 2015

Max gives his clients peace of mind about their most complex issues involving privacy, data protection and artificial intelligence.

Max advises Canadian, U.S. and international organizations on privacy and data protection, the use of AI and other advanced technologies, and information governance and risk management strategies. He also advises on transactions involving technology, technology licensing agreements and related corporate commercial matters.

Max's clients benefit from his in-depth understanding of their technology needs, drawn from 13 years in the IT field prior to beginning his legal career. Prior to joining Davies, Max practised at the Montréal office of a national law firm. He also clerked for the Honourable Justice Nicholas Kasirer of the Québec Court of Appeal and for the Honourable Justice Hanan Melcer of the Supreme Court of Israël.

A frequent writer and speaker, Max shares his expertise on the intersection of law and technology, including artificial intelligence, privacy law matters, privacy-protecting technologies, distributed ledger technologies and smart cities.

Representative Work

Brookfield

Acting for **Brookfield** in its acquisition and related financing of Gregg Distributors, a leading industrial MRO distributor in Western Canada, in a transaction valuing the business at approximately C$1.6 billion.

CDW LLC

Acted as Canadian counsel for **CDW LLC** in its US$525-million acquisition of Lovelytics, a leading global data and AI services firm.

Velan Inc.

Acted for **Velan Inc.** in connection with the sale by Velan Holding Co. Ltd. of its entire holdings in Velan Inc. for C$204 million to Birch Hill Equity Partners.

Blackstone Tactical Opportunities

Acted for **Blackstone Tactical Opportunities** in its sale of Onyx-Fire Protection Services, a leading Canadian fire protection and life safety service provider, to NYSE-listed APi Group Corporation.

Omnitrans Inc.

Acted for **Omnitrans Inc.**, a leading Canadian freight forwarding and customs brokerage firm headquartered in Montreal, in its sale of 100% equity to Fastfrate Group, one of Canada's largest privately held transportation and supply chain providers.

LiveBarn Inc.

Acted for **LiveBarn Inc.**, a Montréal-based Canadian streaming service specializing in amateur and youth sports broadcasts across the United States and Canada, in its sale to GTCR LLC, a Chicago-based private equity firm.

The Visualize Group

Acted as Canadian counsel to **The Visualize Group**, a private investment firm specializing in mission-critical, services-based companies, in its acquisition of BMM

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Testlabs, a global leader in testing, inspection, compliance, and certification services for the regulated gaming industry.

Hypixel Inc.

Acted for **Hypixel**, a Canadian video game studio, in the global launch of Hytale, a sandbox role-playing game, advising on intellectual property, commercial agreements, digital distribution, online services, and regulatory compliance.

McCormick & Company

Acting as Canadian counsel for **McCormick & Company** in its US$44.8-billion merger with Unilever Foods, creating a global flavour leader.

Nexans Canada Inc.

Acted for **Nexans Canada Inc.**, a global leader in cable manufacturing, in its acquisition of Electro Cables Inc., a family-owned wiring and cable manufacturer based in Ontario.

Hypixel Studios

Acted for **Hypixel Studios**, in its acquisition of the Hytale game and related assets from Riot Games, a Los Angeles–based video game developer, publisher, and esports tournament organizer and a subsidiary of Tencent.

REA Group

Acted for **REA Group**, a global online real estate advertising company that is publicly listed on the Australian Securities Exchange, in its acquisition of a 61.5% equity interest in Planitar Inc., the maker of iGUIDE, a proprietary camera and software platform for capturing and delivering immersive 3D virtual tours and extensive property data.

Plusgrade Inc.

Acted for **Plusgrade**, a global leader in ancillary revenue solutions for the travel industry, in its acquisition of Oaky B.V., a Dutch software company that operates a hotel upselling software platform.

Mountaingate Capital Management II. L.P.

Acted for **Mountaingate Capital Management II, L.P.** in the sale of its interest in Damotech Inc., a leading rack safety manufacturer, to an affiliate of Vance St. Capital

Celsius Holdings, Inc.

Acted as Canadian counsel for **Celsius Holdings** in its US$585-million strategic partnership with PepsiCo, including the acquisition of Rockstar Energy® in the U.S. and Canada and the integration of Alani Nu® into PepsiCo’s U.S. and Canada distribution network.

Doximity, Inc.

Acted for **Doximity, Inc.** in its acquisition of Pathway Medical Inc., a Montreal-based medical AI and clinical reference startup.

Dominus Capital

Acted as Canadian counsel to **Dominus Capital** in its acquisition of Creative Outdoor Advertising, a street-level media provider serving local advertisers in small and mid-sized municipalities in the United States and Canada.

A large optical products retailer

Advising a **large optical products retailer** on privacy compliance matters and its

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response to a ransomware incident and related cross-border investigation.

The Bidvest Group Limited

Acted for **The Bidvest Group Limited**, a South African publicly-traded company, in its acquisition of 100% of Citron Hygiene LP, a provider of washroom hygiene products and services in the U.S., Canada and UK, from Birch Hill Equity Partners and other investors.

Novum Legal Inc.

Acted for the shareholders of **Novum Legal** in the sale of their interest in Novum.

Phoenix Partners Management Inc.

Acted for **Phoenix Partners Management Inc.** in its acquisition of Launchlife International Inc., a leading franchisor of education platforms and brands, with franchisees located in Canada, the United States and the United Kingdom.

PPG Industries Inc.

Acted as Canadian counsel to **PPG Industries Inc.** in the US$550-million sale of 100% of its architectural coatings business in the U.S. and Canada to American Industrial Partners.

Bit Digital, Inc.

Acted for Nasdaq-listed **Bit Digital, Inc.** in its acquisition of Enovum Data Centers Corp., a Montreal-based owner, operator, and developer of high-performance computing datacenters.

Long Span Partners, LLC

Acted for the shareholders of **Risk Control Technologies Inc.**, Toronto-based leading provider of risk management and loss control solutions to the insurance industry, in the sale of a 100% interest to Duck Creek Technologies Inc.

Oxford Properties Group and Canada Pension Plan Investment Board

Acted for **Oxford Properties Group** and **Canada Pension Plan Investment Board** in its C$325-million sale of Les Galeries de le Capitale, a super regional enclosed shopping centre located in Quebec City, to Primaris Real Estate Investment Trust.

Industrial and Financial Systems AB

Acted for **Industrial and Financial Systems AB** in its approximately C$1-billion acquisition of Copperleaf Technologies Inc., a provider of enterprise decision analytics software to companies managing critical infrastructure.

Mannarino Systems & Software Inc.

Acted for the shareholders of **Mannarino Systems & Software Inc.**, a global leader in avionics for electric aircraft and drones and certified systems for the aerospace sector, with the sale of all of their issued and outstanding shares to Scalian SAS.

eStruxture Data Centers

Acted for **eStruxture Data Centers**, Canada's leading data centre platform, in connection with Fengate Asset Management's record-breaking C$1.8-billion investment transaction. This deal won Digital Infrastructure Acquisition of the Year at the IJInvestor Americas Awards 2024.

Searchlight Pharma Inc.

Acted for the shareholders of **Searchlight Pharma Inc.**, a top-growth Canadian specialty and innovative branded pharmaceutical company, in connection with the

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sale of their 100% interest to Apotex Inc.

Thread Collective Inc.

Acted for **Thread Collective Inc.** in their acquisition of all issued and outstanding shares of 9167200 Canada Inc. (dba Kanuk), from the founder and Champlain Financial Corporation. Kanuk is a Montreal-based manufacturer and retail brand known for cold-weather apparel and winter coats, boasting an international reputation.

Outfront Media Inc.

Acted as Canadian counsel to **OUTFRONT Media Inc.** in the C$410-million sale of its Canadian outdoor advertising business to Bell Media, a wholly-owned subsidiary of BCE.

Direct Travel, Inc.

Acted as Canadian counsel to **Direct Travel, Inc,** in its sale to a group of investors, including Durable Capital Partners, Madrona Ventures, Top Tier Capital Partners, and Blackstone Credit & Insurance, led by Steve Singh.

Plusgrade Inc.

Acted for **Plusgrade** in connection with General Atlantic's strategic investment in the ancillary revenue powerhouse. The investment represents a monumental transaction for the global travel tech sector.

Vance Street Capital LLC

Acted for **Vance Street Capital**, a Los Angeles private equity fund, in the sale of Terra Insights, a Vancouver-based geotechnical, structural and geospatial monitoring company, to Orica for cash consideration of C$505 million.

Mondi plc

Acted for **Mondi plc**, a global leader in the production of sustainable packaging and paper, in its acquisition of the Hinton Pulp mill from West Fraser Timber Co. Ltd. (West Fraser) and its long-term partnership with West Fraser to access local, high-quality fibre from well-established wood basket, as well as with Mondi plc's plans to invest €400 million in the expansion of Hinton.

Design World LLC d/b/a WTWH Media, LLC

Acted as Canadian counsel to **Design World LLC d/b/a WTWH Media, LLC**, a Mountaingate Capital portfolio company, in its acquisition via a wholly owned Canadian subsidiary of substantially all the assets of Engineering.com Incorporated, a media website operator focused on engineering related content.

BMS Group

Acted for **BMS Group** in its acquisition of Smith & Reid Insurance Brokers and O'Neil Insurance Brokers.

Integrated Media Company

Acted for **Integrated Media Company**, a TPG platform dedicated to the new media ecosystem, in its C$147.5-million acquisition of Toon Boom Animation Inc., an Emmy® Award-winning Montreal-based animation software company, from Nelvana Limited, a subsidiary of Corus Entertainment Inc.

Ecometrica Limited

Acted for the shareholders of **Ecometrica Limited**, a leading EHS and ESG software provider, in the sale of their 100% interest to EcoOnline UK Limited.

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Mountaingate Capital

Acted for **Mountaingate Capital Management II, L.P.** in its strategic investment in Bond Brand Loyalty Group, a leading marketing, customer experience and loyalty software management group.

Black Swan Graphene Inc.

Acted for **Black Swan Graphene Inc.**, which produces patented low-cost and high-performance graphene powders, in its strategic partnership with Nationwide Engineering Research and Development Ltd, the developer of a graphene-enhanced admixture for concrete, Concretene.

HID Global Corporation

Acted for **HID Global**, a subsidiary of Swedish conglomerate Assa Abloy, in its acquisition of Vancouver-based Guard RFID Solutions, a manufacturer of real-time location systems used in healthcare environments.

Recognitions

Chambers Canada
Information Technology; Privacy & Data Protection

Lexpert Special Edition
Technology

Best Lawyers Canada
Privacy and Data Security Law; Technology Law

Lexpert (CLLD)
Data Protection & Privacy

External Engagements

In the News
Interview, *The Globe and Mail***, "Who Is Legally Responsible When AI Agents Go Rogue?"; Web Publication**
Oct 8, 2026
Read More

In the News
Interview, *Canadian Lawyer***, "Details Are Vague About how Bill C-34 Will Ban Kids from Social Media and Keep Them Safe Online"; Web Publication**
Jun 16, 2026
Read the article

In the News
Interview, *Canadian Lawyer***, "Artificial Intelligence and Data Act Replacement Unlikely Under New National AI Strategy"; Web Publication**
Jun 4, 2026
Read More

Speaking Engagement
The Sedona Conference, eDiscovery Day, Canada!, "Prompted to Produce: Finding, Collecting and Producing Gen AI Artifacts"; Online
May 28, 2026

Article

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Interview, *Lexpert Special Edition: Technology and Health Sciences*, **"Privacy law reform chasing rapid technological advance of AI and biometrics"; Web Publication**
Jun 17, 2024
Read More

Article
Investing In… 2024: **Canada chapter, co-author**
Jan 1, 2024
Chambers Global Practice Guides (Chambers and Partners)
Read More

Speaking Engagement
Osgoode Professional Development, 1st Annual Forum on Artificial Intelligence (AI) and the Law, co-chair; Toronto, ON
Nov 27, 2023

Technology M&A 2024, **Canada chapter, co-author**
Oct 31, 2023
Panoramic (Lexology)
Download Article

Technology M&A 2023, **Canada chapter, co-author**
Feb 21, 2023
Getting the Deal Through (Lexology)
Download Article

Article
Investing In… 2023: **Canada chapter, co-author**
Jan 19, 2023
Chambers Global Practice Guides (Chambers and Partners)
Read More

Insights

Who Is Legally Responsible When AI Agents Go Rogue?
Oct 9, 2026

PSP Investments Announces Sale of Sunrise Senior Living
Oct 9, 2026

Takeaways from All In 2026: AI Sovereignty, Infrastructure, and Canada's Role
Sep 18, 2026

Davies Earns Distinction at 2026 Life Sciences Awards
Sep 11, 2026

Davies Lawyers Recognized by *Best Lawyers*
Sep 3, 2026

Brookfield to Acquire Gregg Distributors in $1.6 Billion Deal
Jul 22, 2026

Plenary Acquires ISC in $1.2 Billion Deal
Jul 8, 2026

Bill C-36: Rewriting the Rules for Canadian Private Sector Privacy

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Jun 23, 2026

How Will Bill-C34 Keep Kids Safe Online?
Jun 19, 2026

AIDA Replacement Unlikely Under New National AI Strategy
Jun 9, 2026

Lexpert Recognizes Davies' Technology Expertise
Jun 5, 2026

Who Owns Employee-Created IP? Lessons from a Key Ruling
Mar 31, 2026

LiveBarn Acquired by GTCR
Mar 25, 2026

Lexpert Affirms Davies' Position as a Leading Firm
Mar 17, 2026

AI and Legal Privilege
Mar 4, 2026

Refresco to Acquire SunOpta
Feb 10, 2026

zofiQ Announces Sale to ConnectWise
Jan 22, 2026

Budget 2025: Tech Sector Implications
Nov 25, 2025

Nexans to Acquire Electro Cables Inc.
Oct 24, 2025

Lexpert Special Edition Recognizes Davies' Expertise in Technology
Jun 4, 2025

Robinhood to Expand into Canada with WonderFi Acquisition
May 14, 2025

Giving Meaning to Meaningful Consent: The Federal Court of Appeal's Landmark Decision on Data Privacy
Sep 30, 2024

The Power and Peril of IP Addresses: The Supreme Court of Canada Weighs in on the Changing Landscape of Online Privacy
Mar 22, 2024

Governance Insights: Get Smart on Artificial Intelligence (AI) and Corporate Governance: Key Considerations for Boards of Directors
Dec 7, 2023

Doing Business in Canada
Nov 14, 2023

First OPC Ruling for 2023 Will Impact Third-Party Processor Contracts
Feb 8, 2023

Education

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McGill University, LLB/BCL, 2014
McGill University, PhD (Philosophy), 2005
London School of Economics and Political Science, MPhil (Logic & Scientific Method), 1999
University of Toronto/Trinity College, BA (Philosophy), 1995

Bar Admissions

Québec, 2015

Community Involvement

McGill Law Journal, Advisory Board
JLive.com, Adviser
Montreal General Hospital Foundation, Clinical Innovation Platform Impact Investment Program, member

Teaching Engagements

Max teaches a Privacy Law course at McGill University's Faculty of Law, and has previously taught a course on the tax implications of cryptocurrencies at the same institution.
Max is co-program director of the Osgoode Certificate in Artificial Intelligence (AI) Governance program at Osgoode Professional Development, and co-chair of the Osgoode PD Annual Forum on AI and the Law.

Professional Affiliations

Canadian Bar Association
Lord Reading Law Society
Young Bar of Montréal